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Message Text

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ACTION EUR-25

INFO OCT-01 ISO-00 SCI-06 OIC-04 HEW-08 DOTE-00 INT-08

HUD-02 DODE-00 CEQ-02 EPA-04 SS-20 COME-00 IO-14

SCEM-02 CIAE-00 PM-07 INR-10 L-03 NEA-10 NSAE-00

PA-04 RSC-01 PRS-01 SPC-03 TRSE-00 SAJ-01 DRC-01 /137 W
---------- 082713
R 091805Z NOV 73
FM USMISSION NATO
TO SECSTATE WASHDC 2595
THE WHITE HOUSE
USIA WASHDC

UNCLAS USNATO 5409

E.O. 11652: NA/A
TAGS: PFOR, SENV, TECH, NATO
SUBJECT: CCMS PLENARY: PRESS PUBLIC AFFIRS

JOINT MISSION/USIS MESSAGE

WHITE HOUSE FOR HODSOLL; USIA/IWE FOR MURPHY

SUMMARY: IN SPITE OF OVERRIDING INTEREST IN MIDDLE EAST CRISIS, CCMS PLENARY IN BRUSSELS, OCTOBER 23-24, RECEIVED STATISFACTORY COVERAGE IN EUROPEAN PRESS. END SUMMARY.

1. AROUSING PRESS INTEREST IN AND COVERAGE OF SEMI-ANNUAL CCMS PLENARY MEETING OCTOBER 23-24 PROVED MORE DIFFICULT THAN USUAL BECAUSE OF OVERRIDING INTEREST IN MIDDLE EAST CRISIS, ALTHOUGH EXISTENCE OF THIS CRISIS CREATED SOME INTEREST IN TWO NEW CCMS ENERGY PROJECTS. ADVANCE "MAILER" BY NATO PRESS SPOKESMAN AND INTENSE TELEPHONE CAMPAIGN BY POST OFFICERS RESULTED IN TURNOUT OF ABOUT 20 JOURNALISTS FOR PRESS CONFERENCES GIVEN AFTER EACH DAY'S SESSION BY NATO ASG FOR SCIENTIFIC AND ENVIRONMENTAL AFFAIRS PROF. OZDAS, EPA ADMINISTRATOR RUSSEL TRAIN, DOT UNDER SECRETARY BRANUM, AND SEVERAL OTHER CCMS DELEGATES. UNCLASSIFIED

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IN ADDITION, ON FIRST DAY OF MEETING, NATO PRESS SPOKESMAN HOSTED WORKING LUNCH FOR ABOUT A DOZEN SELECTED JOURNALISTS AT WHICH U.S. AND GERMAN EXPERTS BRIEFED ON NEW ENERGY AND WASTE DISPOSAL PROJECTS. THIS LUNCH WAS VERY HELPFUL IN

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STIMULATING INTEREST IN THESE PROJECTS AND IN THE MEETING IN
GENERAL.

2. BRIEFING EFFORTS BY POST AND NATO PRESS SPOKESMAN WITH JOURNA-
LISTS HIGHLIGHTED APPROVEAL BY CCMS OF INTERANTIONAL ROAD SAFETY
RESOLUTION AND ADOPTION BY CCMS OF THREE NEW PILOT PROJECTS.
TO MAKE THESE TECHNICAL ENDEAVORS MORE COMPREHENSIVEL TO LAYMAN,
POST PREPARED AND ISSUED PRESS RELEASE ON ROAD SAFETY RESOLUTION
AND FACT SHEETS ON TWO NEW PILOT PROJECTS SPONSORED BY
UNITED STATES (GEOTHERMAL ENERGY AND SOLAR ENERGY). IN ADDITION,
POST FILED COMPREHENSIVE USINFO STORIES AFTER BOTH DAYS' MEETINGS
AND SENT BOTH STORIES BY TELEX TO IMPORTAND MEDIA OUTLETS WHICH
WERE NOT REPRESENTED AT PRESS CONFERENCES. POST ALSO SENT CABLE
TO POSTS, CALLING ATTENTION TO USINFO STORIES.

3. CONSIDERING DOMINANCE OF MIDDLE EAST NEWS, PRESS COVERAGE
OF CCMS PLENARY WAS GRATIFYING, EVEN IF NOT SENSATIONAL. LE
MONDE CARRIED LENGTHY ARTICLE HIGHLIGHTING TWO ENERGY PROJECTS,
BUT ALSO MAKING SEVERAL OTHER IMPORTANT POINTS--CCMS CREATED
AT SUGGESTION OF PRESIDENT NIXON, PILOT
STUDY CONCEPT, ADHERENCE OF NON-MEMBER NATIONS. THIS IS PROBABLY
FIRST TIME THAT SIGNIFICANT ARTICLE ON CCMS HAS APPEARED IN A
FRENCH NEWSPAPER. AFP ALSO CARRIED SHORT, BUT POSITIVE STORY ON
CCMS PLENARY.

4. MEETING WAS COVERED BRIEFLY IN SEVERAL BELGIAN PAPERS. IN
ADDITION, MAIN FRENCH-LANGUAGE PAPER LE SOIR AND MAIN DUTCH-
LANGUAGE PAPER DE STANDAARD BOTH HAD SUBSTANTIAL ARTICLES ON
TWO ENERGY PROJECTS.

5. MEDIA COVERAGE CABLE FROM THE HAGUE, BONN AND OSLO TELL OF
SEVERAL OTHER WORTHWHILE STORIES. DUTCH PAPER DE TELEGRAAF IN
SIGNED ARTICLE AND THEN LATER IN EDITORIAL CRITICIZED NETHERLANDS
GOVERNMENT FOR ITS RELUCTANT AND INADEQUATE PARTICIPATION IN
CCMS PROJECTS. PAPER SAID NETHERLANDS GOVERNMENT WAS ALLOWING ITSELF
TO BE MISLED BY LEFTIST CRITICISM WHICH SIMPLY REJECTS ANYTHING
HAVING TO DO WITH NATO.
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6. ATLANTIC NEWS, BRUSSELS SEMI-WEEKLY DEVOTED TO ATLANTIC
POLITICAL-MILITARY AFFAIRS, CARRIED SHORT ARTICLE ON THREE NEW
PILOT PROJECTS.

7. ONE OF POST'S USINFO'S WAS CARRIED IN FULL IN EUROPEAN
EDITION OF STARS AND STRIPES.

8. ALL THAT MISSION HAS SEEN SO FAR OF U.S. COVERAGE OF MEETING
WAS EXCELLENT ARTICLE BY PAUL KEMEZIS IN NEW YORK TIMES,
BASED HEAVILY ON INTERVIEW WITH EPA ADMINISTRATOR RUSSELL TRAIN
SET UP BY POST. LOCAL CORRESPONDENT OF WESTINGHOUSE BRROAD-
CASTING INFORMED POST THAT HE DID AUDIO "MAILER" ON CCMS
PLENARY, ALSO BASED ON TRAIN INTERVIEW.

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9. NONE OF THE ABOVE WOULD HAVE BEEN POSSIBLE WITHOUT THE
EXCELLENT COOPERATION OF ADMINISTRATOR TRAIN, UNDERSECRETARY
BARNUM AND THE OTHER U.S. OFFICIALS AND EXPERTS RESPONSIBLE
FOR AND CONCERNED WITH THE VARIOUS CCMS PROJECTS.
RUMSFELD

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